Nova Scotia Music - On Tour

Tourism, Culture and Heritage

News Releases

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A host of musicians will perform in communities throughout Nova Scotia this spring, showcasing some of this province's well-known and emerging talent.

Details of Nova Scotia Music - On Tour were announced today, March 4, by Rodney MacDonald, Minister of Tourism, Culture and Heritage and Waye Mason, president of the Music Industry Association of Nova Scotia (MIANS).

More than 60 musicians will perform in both rural and urban venues in all 18 counties in the province. There will be 34 performances in 34 communities beginning March 25 and running until May 1.

"Nova Scotia's music industry is a wonderful source of entertainment and an important part of our cultural life, and it's a lot more than that. It's also a major contributor to the economy," said Mr. MacDonald. "The music industry has a lot of potential for growth, and that's what this investment is all about."

The Department of Tourism, Culture and Heritage has invested $150,000 in the music festival, which is managed by MIANS.

"This is an exciting project for Nova Scotia's music industry and will benefit both musicians and the communities where they perform," said Mr. Mason. "This industry has longevity. It is one of Nova Scotia's natural and competitive strengths, with musicians located in every part of the province."

Glace Bay singer, songwriter John Gracie will be one of the musicians taking part in the tour.

"I've done this type of tour in other parts of the country and applaud MIANS for bringing together our homegrown talent to present to Nova Scotia communities. Let's work together to make this happen on a regular basis."

Songwriter, guitarist and singer Gordie Sampson, a native of Big Pond, Cape Breton, will also be taking part. "I'm excited to be part of this initiative, to have the opportunity to play for audiences outside the more populated regions. It can only lead to a wealthier live music situation for Nova Scotia."

Details of Nova Scotia Music - On Tour can be found on the MIANS website at: **www.mians.ca** .

Nova Scotia Music - On Tour supports Nova Scotia's first Music Sector Strategy, developed by MIANS. The strategy's goal is to make sure resources are in place in Nova Scotia to develop, promote and export talent, rather than having people go elsewhere to further their careers. The government of Nova Scotia is investing $3 million over three years in the province's music industry so it can provide more business opportunities across the province.

FOR BROADCAST USE:

Dozens of musicians will perform in communities throughout Nova Scotia this spring as part of Nova Scotia Music - On Tour.

The Nova Scotia government is investing 150-thousand dollars in the music festival, which is managed by the Music Industry Association of Nova Scotia.

Tourism, Culture and Heritage Minister Rodney MacDonald says this is an investment in people and in the natural talent we have throughout this province.

The music tour will include performances in every county in the province. It begins Thursday, March 25th and runs until May 1st.

Details of the tour can be found on the music industry association web site at w-w-w dot m-i-a-n-s dot ca.

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